

Message Text

UNCLASSIFIED

PAGE 01 STATE 021924
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 OES-07 CAB-05 CIAE-00
DODE-00 DOTE-00 INR-07 NSAE-00 FAA-00 L-03 /043 R

DRAFTED BY COM/BED/OIM/226/PBFIELD/CMM/ATG
APPROVED BY EB/OCA/CM/SPHARRIS
COM/BED/OIM/222/CBARRETT/DM
EUR/WE/JDOBBINS
COM/BED/OIM/CGENDREAU
EUR/RPE/RLAMANTIA

-----061354 280249Z /41

R 262311Z JAN 78
FM SECSTATE WASHDC
TO AMEMBASSY PARIS

UNCLAS STATE 021924

COMAFF/GRANT; USTC/STRONG

E.O. 11652: N/A

TAGS: BEXP, AFSP, FR

SUBJECT: COUNTRY COMMERCIAL PROGRAM FOR FRANCE FY-1979
GUIDANCE

REF: (A) PARIS 09076; (B) STATE 44899; (C) STATE 000118

1. THE FOLLOWING ADDRESSES THE PRELIMINARY FY-1979 CCP
CONVEYED BY REFTEL A IN RESPONSE TO REFTEL B. IT IS
INTENDED TO HELP THE MISSION DRAFT ITS CONTRIBUTIONS FOR
FY-1979 PURSUANT TO REFTEL C.
2. FACTORS IN FRANCE'S ECONOMIC SITUATION WHICH AFFECT THE
INITIATIVE THRUST OF THE '79 PROGRAM, WE BELIEVE, ARE (A)
A POTENTIAL PICK-UP IN BUSINESS INVESTMENT ONCE THE SPRING
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 021924

ELECTION RESULTS ARE IN AND A GENERAL REVIVAL OF BUSINESS
CONFIDENCE, ESPECIALLY IF THE LEFTIST PROGRAM IS REJECTED.
(B) CONTINUING EFFORTS BY THE FRENCH GOVERNMENT TO FAVOR
DOMESTIC SUPPLIERS IN MEETING PUBLIC INVESTMENT PROJECTS,
PARTICULARLY THOSE DESIGNATED IN THE SEVENTH ECONOMIC PLAN.
(C) A PARALLEL RESTORATION OF THE FRANC VIS-A-VIS THE OTHER
EUROPEAN CURRENCIES, POSSIBLY AT THE EXPENSE OF THE DOLLAR.

(D) CONTINUING INFLATION AROUND 10 PERCENT PER YEAR AND A STRONG UPWARD PRESSURE ON WAGE COSTS.

3. THESE FACTORS MAY SUGGEST THAT WE SHOULD MAKE SPECIAL EFFORTS TO HELP U.S. FIRMS IN HIGH TECHNOLOGY AREAS OFFERING SIGNIFICANT COST SAVINGS TO FRENCH INDUSTRY. THE CAMPAIGNS AND SOME OSPE'S OUTLINED IN REFTEL (A) APPEAR TO OFFER AN OPTIMUM PROGRAM ADAPTABLE TO THE FOREGOING APPRAISAL. THE CAMPAIGN THEMES CORRESPOND WELL WITH THE BEST PROSPECTS REPORT PREPARED SINCE REFTEL (A) WAS SENT. BOTH ANALYSES WERE USED IN DEVELOPING A FIVE-YEAR EVENT SCHEDULE FOR THE PROPOSED NEW IMC BASED IN PARIS. FOR FY-79 THREE OF THE IMC EVENTS WILL BE BASED IN PARIS, ALSO THE PARIS AIR SHOW'79 NOW OFFICIALLY LISTED AS A TRADE FAIR, BUT NONE OF THESE MATCHES A CAMPAIGN PER REFTEL (A). THE NEED TO ACCOMMODATE BENELUX TRADE SHOWS IN THE FIRST YEAR OF THE IMC PROGRAM (AQUATECH AND MACROPAK IN HOLLAND AS PRIMARY EVENTS, INTERNATIONAL WOODWORKING SHOW, BRUSSELS AS AN ALTERNATE); THE NEED TO AVOID CONFLICTS WITH MAJOR EUROPEAN FAIRS IN THE SAME YEAR PERIOD; AND PROBLEMS WITH GETTING A U.S. PAVILION AT SICOB ALL CONTRIBUTE TO A LOW MATCHING OF THE EVENT PROGRAM WITH THE CAMPAIGNS/ BEST PROSPECTS REPORTS. THEREFORE, SOME REWORKING OF PRIORITIES WILL BE NEEDED.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STATE 021924

4. THE POST MAY WISH TO ADD AGRIBUSINESS SYSTEMS AND EQUIPMENT AND ELECTRONIC COMPONENTS AS CAMPAIGNS, AS THESE WERE LISTED AMONG THE BEST PROSPECTS AND IMC EVENTS AT SIMA AND COMPOSANTS ARE PLANNED. TO SUPPORT AN IMC EVENT AT MECANALEM, A HIGH-TECHNOLOGY CAMPAIGN MAY BE ADVISABLE INCORPORATING INDUSTRIAL ASSEMBLY EQUIPMENT AND FLUID POWER SYSTEMS.

5. LOOKING AHEAD TO YEAR II OF THE IMC PROGRAM, POST MAY WISH TO RETAIN COMPUTERS AND BUSINESS EQUIPMENT, ALSO LAB INSTRUMENTATION AS CAMPAIGNS. ALSO, THE ADDITION OF PLEASURE BOAT SHOW AS AN ALTERNATE TO THE FY-79 EVENT PROGRAM MAY JUSTIFY RETENTION OF CONSUMER GOODS AS A PRIORITY CAMPAIGN. HOWEVER, THE SECURITY SYSTEMS CAMPAIGN DOES NOT FIT WELL WITH POST'S CONCERN ABOUT THE VALUE OF PARTICIPATING IN EUROPROTECTION.

6. UNDER OSPE'S, THE PARIS AIR SHOW, POLLUTION CONTROL EQUIPMENT (FOLLOW-UP TO SUPPORT FOR AQUATECH), AND METALWORKING AND FINISHING EQUIPMENT APPEAR TO MATCH WITH BEST PROSPECTS AND/OR OSPE'S LISTED IN REFTEL (A).

ALSO, LOOKING AHEAD TO YEAR II OF IMC PLAN, THE ADDITION
OF ELECTRONIC COMPONENTS TO SUPPORT COMPOSANTS IS WORTH

INVESTIGATING; RETENTION OF PRINTING AND GRAPHIC ARTS
IN VIEW OF GRAPHITEK BEING LISTED AS AN ALTERNATE ALSO
SEEMS WORTHWHILE, EVEN THOUGH IT WAS NOT INCLUDED IN THE
BEST PROSPECTS REPORT.

7. WE WOULD TEND TO AGREE THAT (AS REFTTEL A SUGGESTS)
THE NUMBER OF OSPES BE REDUCED COMPARED TO FY-1978. CCAG
DRAFT MAY POSSIBLY INTRODUCE ONE OR TWO OTHERS CONSIDERED
PARTICULARLY IMPORTANT HERE, BUT WE WOULD HOPE IN KEEP
TOTAL NUMBER BELOW TO 13 IN CURRENT PROGRAM. IN THIS
REGARD, WE RECOGNIZE THAT FOREIGN BUYER SHOWS ARE
UNCLASSIFIED

UNCLASSIFIED

PAGE 04 STATE 021924

FEQUENTLY INCLUDED AS CAMPAIGN ACTIONS, BUT THAT IT HAS
BEEN DEEMED DESIRABLE TO CONSTRUCT A SPECIAL POST EFFORT
TO COVER OTHER U.S. SHOWS ESPECIALLY SUITABLE FOR THE
FRENCH MARKET. WE WOULD ACCORDINGLY WELCOME INCLUSION
OF SUCH AN ACTIVITY IN YOUR DRAFT WITH THE UNDERSTANDING
THAT SPECIFIC SHOWS COULD BE REVIEWED DURING CCP
CONSULTATION TRAVEL.

8. POST MAY WISH TO CONSIDER CONTINUING SUPPORT FOR THE
TRAVEL USA COMMITTEE AS AN ELEMENT IN THE PROGRAM AMENABLE
TO DESIGNATED ACTIONS, WITH YOUR DRAFT INDICATING WHETHER
YOU PROPOSE IT BE ORGANIZED WITHIN A CAMPAIGN OR SPECIAL
POST EFFORT FRAMEWORK.

9. WOULD WELCOME ANY QUESTIONS OR OBSERVATIONS REGARDING
FOREGOING SHOULD MISSION FEEL IT DESIRABLE TO DO SO
PRIOR TO SUBMITTING ITS FINAL CCP DRAFT CONTRIBUTION. VANCE

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 26 jan 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STATE021924
Document Source: CORE
Document Unique ID: 00
Drafter: BED/OIM/226/PBFIELD/CMM/ATG
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780042-0027
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780117/aaaaaov.tel
Line Count: 153
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 802f09e0-c288-dd11-92da-001cc4696bcc
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 PARIS 9076, 78 STATE 44899, 78 STATE 118
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 07 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3705904
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAM FOR FRANCE FY-1979 GUIDANCE
TAGS: BEXP, AFSP, FR
To: PARIS
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/802f09e0-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014